

ف ۸

662281 29162550

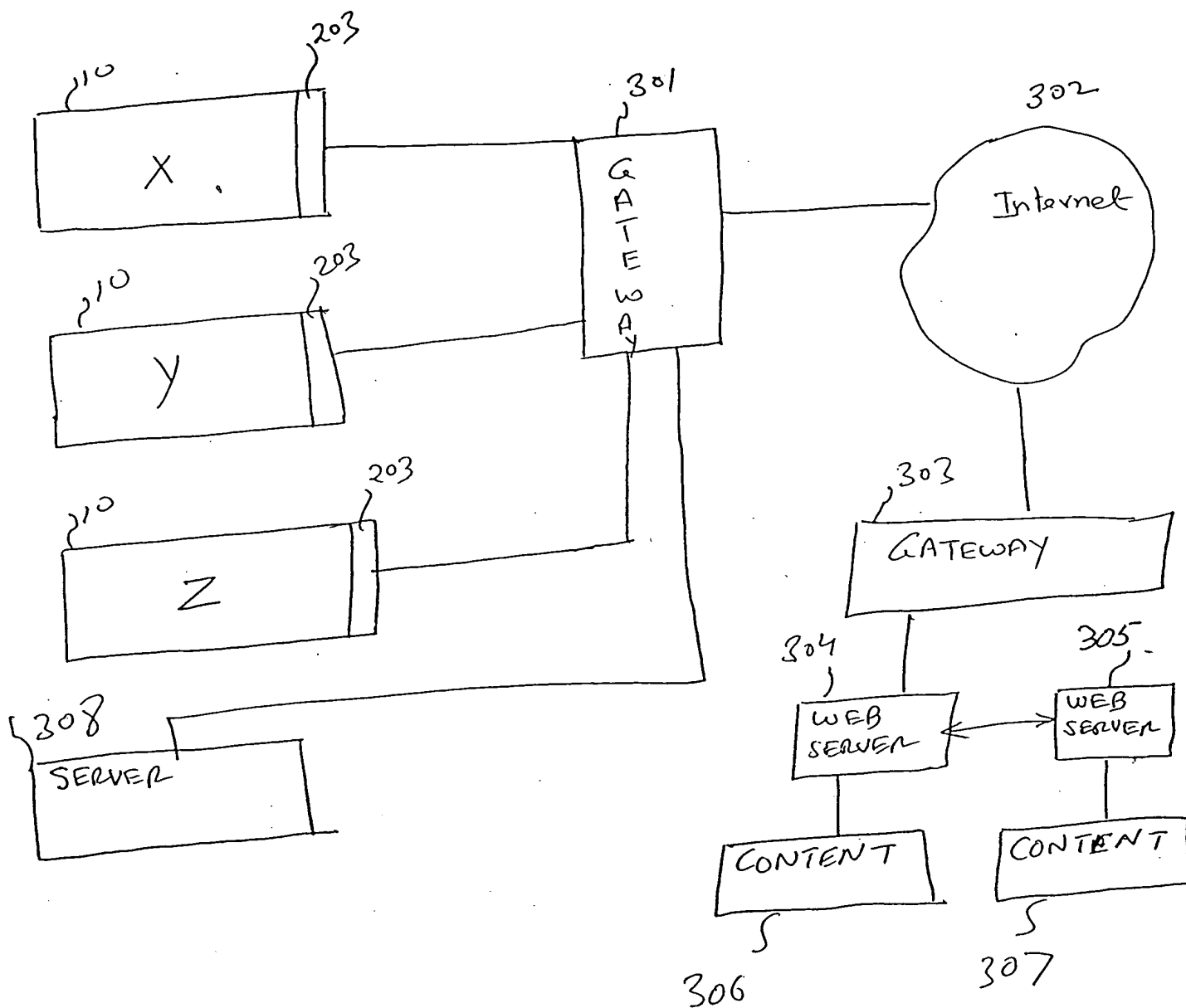
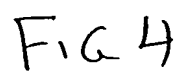


FIG. 3



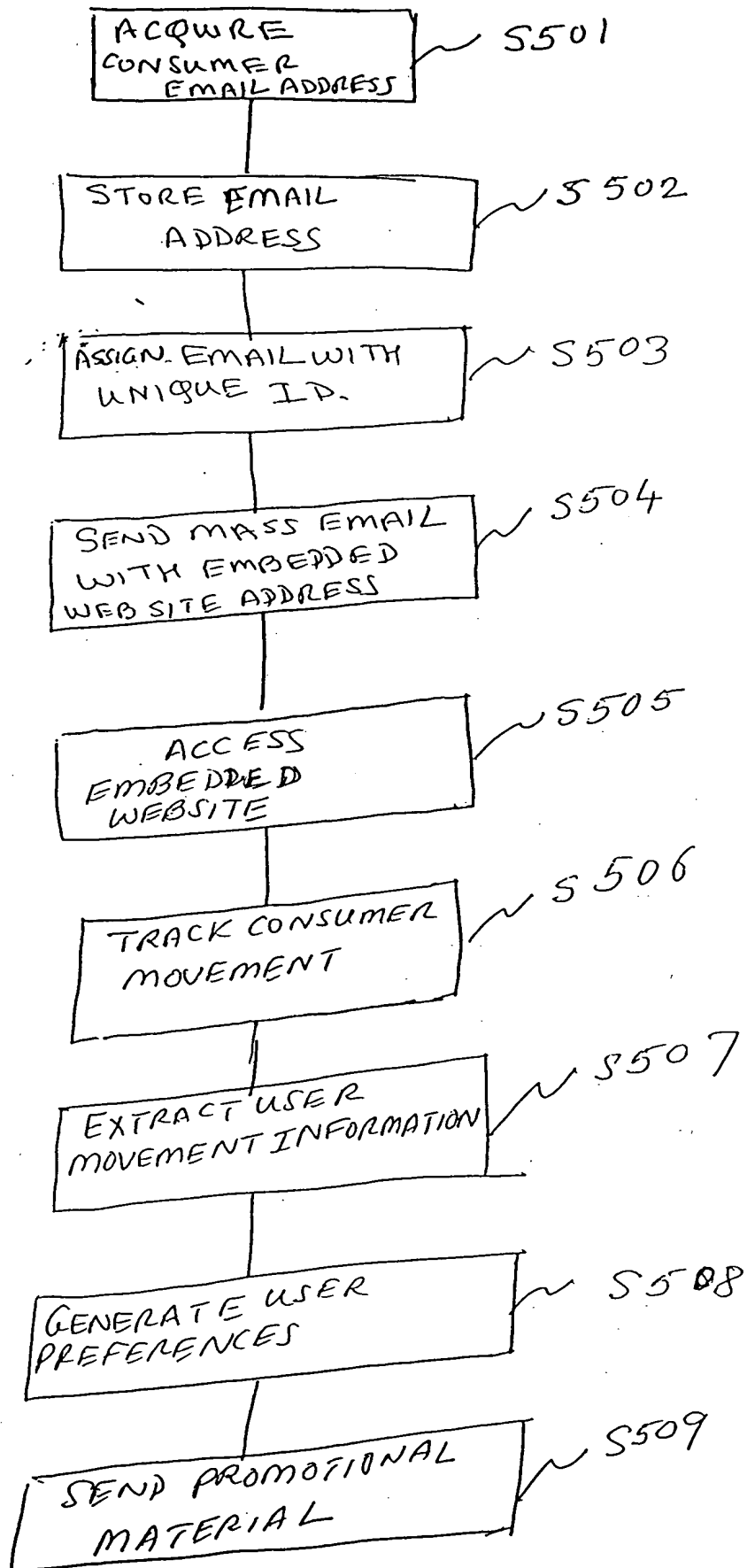


FIG 5

00370157-082399  
66280-29162E60

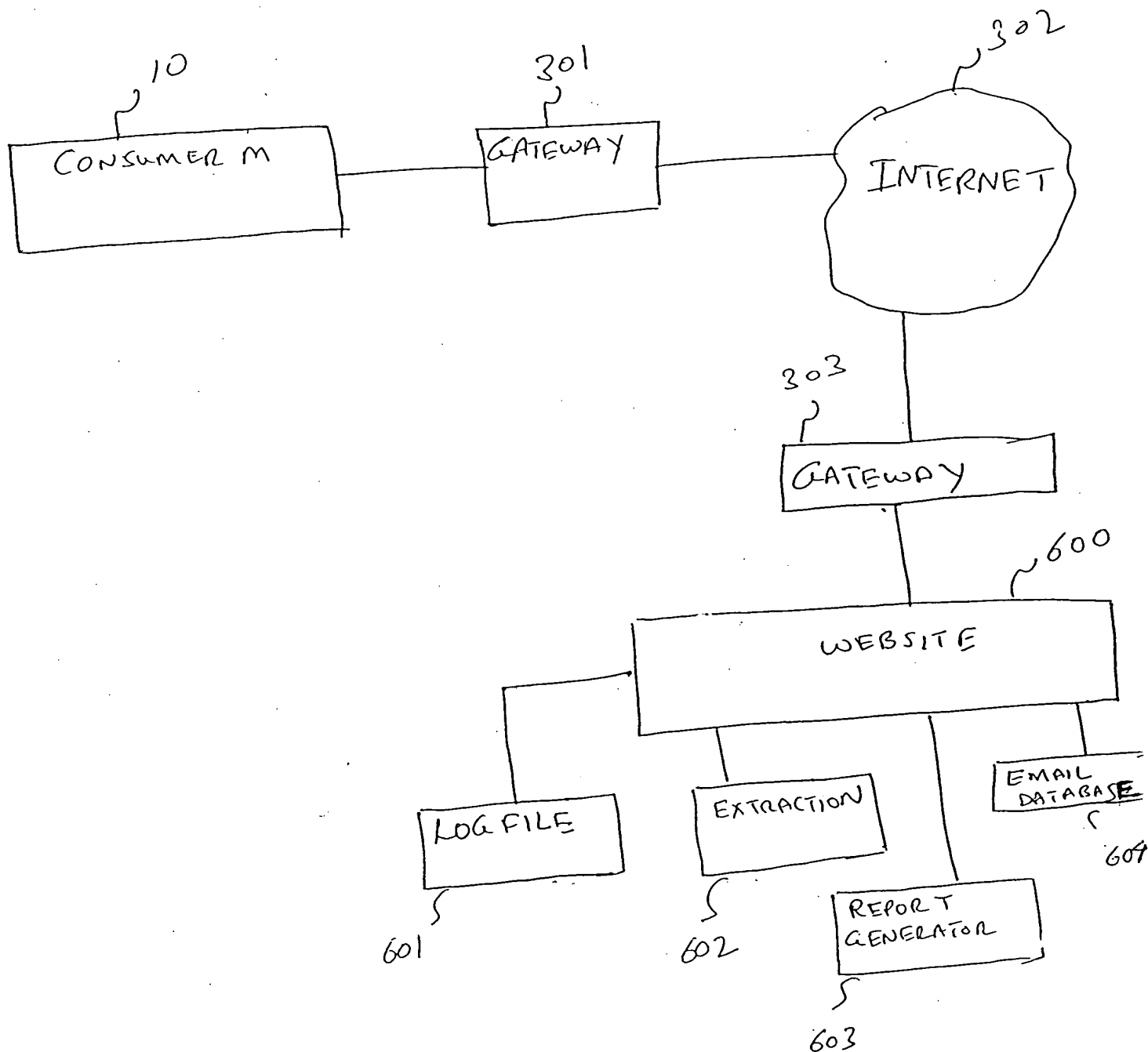


FIG 6A

413

604A

**From:**

## RETAIL STORE

Re: Promotional material

605

http://www.mystore.com/?XXXX

606

[illegible]

66

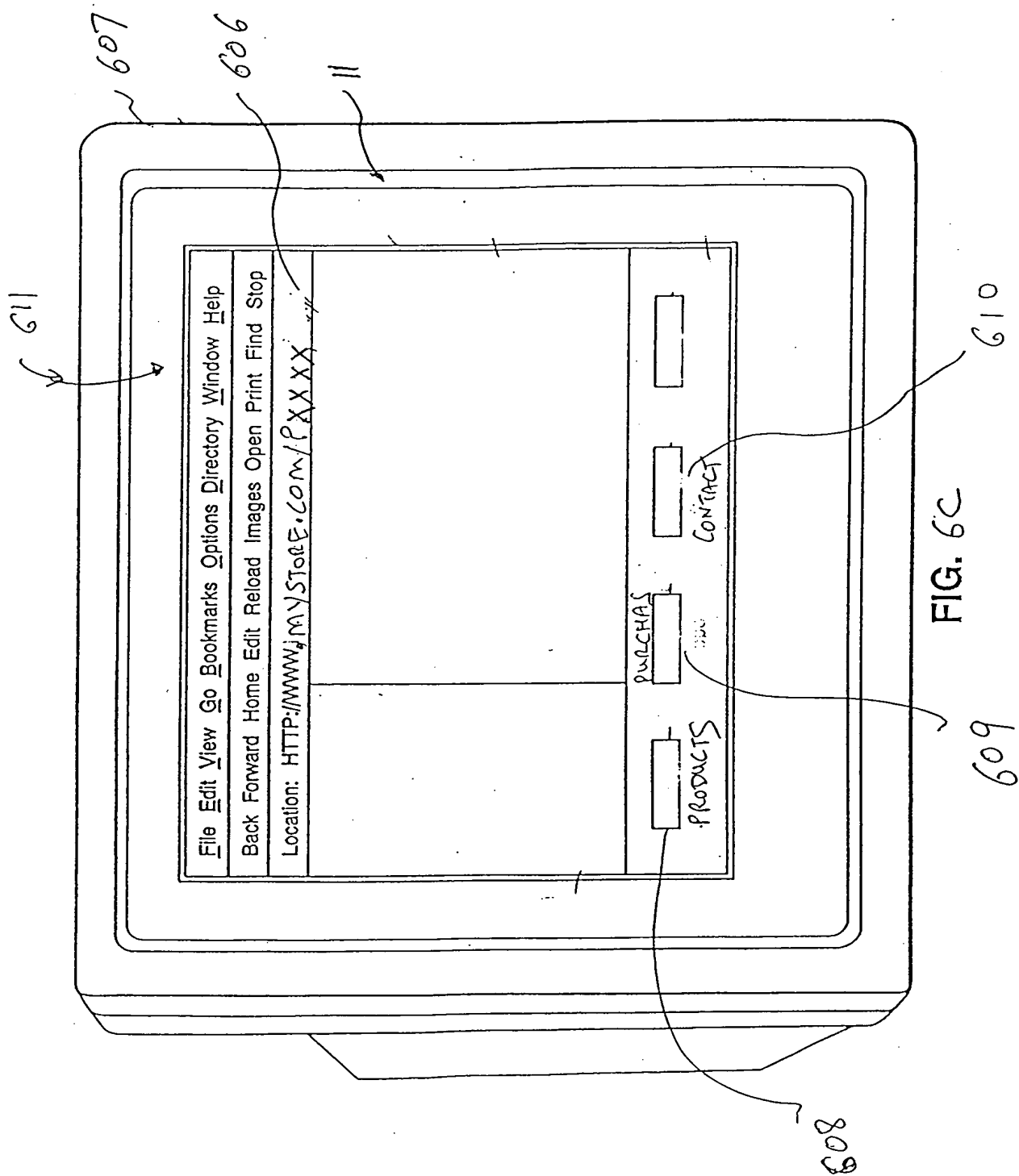


FIG. 6C



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URL

```

207.247.132.194 - - [02/Jun/1999:16:13:02 -0700] "GET/emall/index.html?UTID=XXX&UTPN=5678&UTSN=9876
HTTP/1.1" 200 3503
207.247.132.194 - - [02/Jun/1999:16:13:02 -0700] "GET /emall/img/quick.GIF HTTP/1.1" 200 2411
207.247.132.194 - - [02/Jun/1999:16:13:03 -0700] "GET /emall/img/go.gif HTTP/1.1" 200 240
207.247.132.194 - - [02/Jun/1999:16:13:03 -0700] "GET /emall/img/order.GIF HTTP/1.1" 200 3364
207.247.132.194 - - [02/Jun/1999:16:13:03 -0700] "GET /emall/img/line.GIF HTTP/1.1" 200 79
207.247.132.194 - - [02/Jun/1999:16:13:04 -0700] "GET /emall/img/logo.GIF HTTP/1.1" 200 2628
207.247.132.194 - - [02/Jun/1999:16:13:05 -0700] "GET /emall/img/products.GIF HTTP/1.1" 200 93286
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /emall/bottom.htm HTTP/1.1" 200 910
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /emall/img/bg.GIF HTTP/1.1" 200 99
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /emall/img/emall.GIF HTTP/1.1" 200 3227
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /emall/img/link_wine.gif HTTP/1.1" 200 2260
207.247.132.194 - - [02/Jun/1999:16:13:09 -0700] "GET /emall/img/link_computer.gif HTTP/1.1" 200
2159
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /emall/img/link_sports.gif HTTP/1.1" 200 2084
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /emall/img/link_fashion.gif HTTP/1.1" 200 2067
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /emall/img/link_art.gif HTTP/1.1" 200 2082
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /emall/img/link_furniture.gif HTTP/1.1" 200
2171
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /emall/img/links.gif HTTP/1.1" 200 674
207.247.132.194 - - [02/Jun/1999:16:13:10 -0700] "GET /emall/img/h_computers.GIF HTTP/1.1" 200 7555
207.247.132.194 - - [02/Jun/1999:16:13:13 -0700] "GET
/emall/EmblazeVideoPro/computerv_toshiba_notbook.htm HTTP/1.1" 200 1971
207.247.132.194 - - [02/Jun/1999:16:13:14 -0700] "GET /emall/img/movieframe.gif HTTP/1.1" 200 482

```

Fi G. 7A

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110

705

706

707

708

910

704

700

IP NUMBER	DATE AND TIME	CREDIT CARD NUMBER	TYPE	PROD #
QTY COST	PROD DESCR			
207.247.132.194	- - [02/Jun/1999:16:13:02	-0700]	0025-5232-8545-6325	VISA PO521
2 159.89	3COM 28K MODEM			
207.247.132.194	- - [02/Jun/1999:16:13:02	-0700]	0025-5232-8545-6325	VISA KL852
1 649.99	XEROX LASER PRINTER			
207.247.132.194	- - [02/Jun/1999:16:18:02	-0700]	0025-5232-8545-6325	VISA JK234
5 29.99	10-PK CD-RW			
102.437.242.224	- - [02/Jun/1999:16:18:04	-0700]	8514-9856-8745-9652	MC PK212
1 599.99	HP LASERJET IIS			
102.437.242.224	- - [02/Jun/1999:16:18:04	-0700]	8514-9856-8745-9652	MC UJ989
1 15.23	COLOR INK CARTRIDGE			

[illegible]

FIG 7B

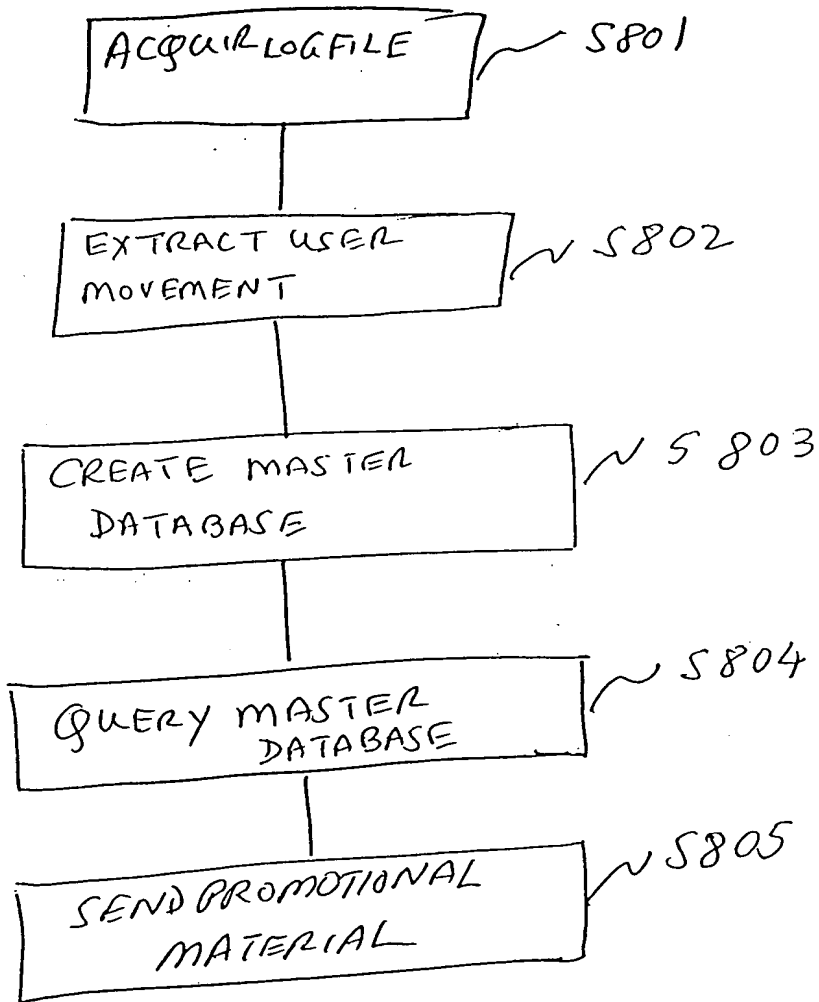


FIG 8

09379167-082399

00379157 082399

14- 7729 US  
12/13

901

EMAIL LOOKUP
CONSUMER ID
EMAIL ADDRESS

900

902

CONSUMER INFORMATION
CONSUMER ID
CONSUMER NAME
ADDRESS
PHONE
REFERRAL TYPE
INSERT DATE
DEACTIVATION DATE
REASON FOR DEACTIVATION

906

REFERRAL SEGMENT
CONSUMER ID
REFERRED BY
DATE REFERRED

URL LOOKUP
URL
KEYWORDS
KEY CODES

905

903

PROMOTION SEGMENT
CONSUMER ID
PROMOTION ID
SENT DATE
DATE OF FIRST HIT
DATE LAST HIT
NO OF TIMES HIT
TIME SPENT
KEY CODES

CREDIT CARD SEGMENT
CREDIT CARD NUMBER
DATE OF PURCHASE
AMOUNT OF PURCHASE
TYPE OF CREDIT CARD
MERCHANDISE PURCHASED
QTY PURCHASED
CONSUMER ID

907

904

PURCHASING SEGMENT
CONSUMER ID
PROMOTION ID
DATE
PRODUCT NAME
PRODUCT NUMBER
COST
QTY

FIG 9

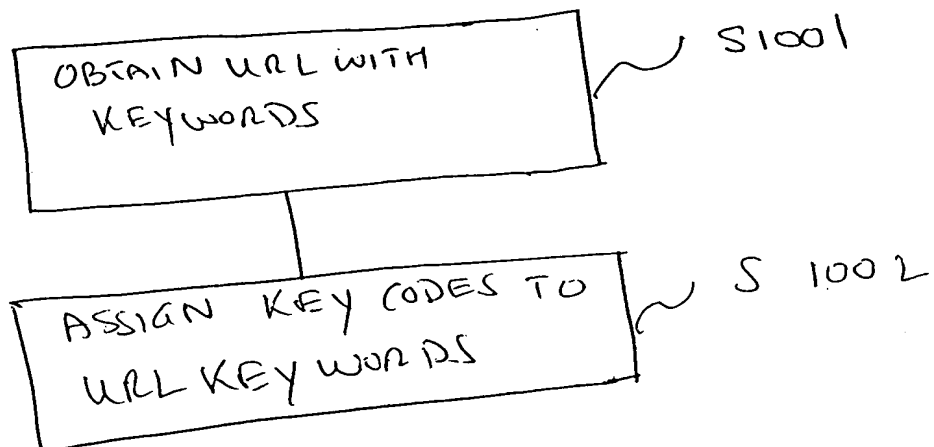


FIG. 10

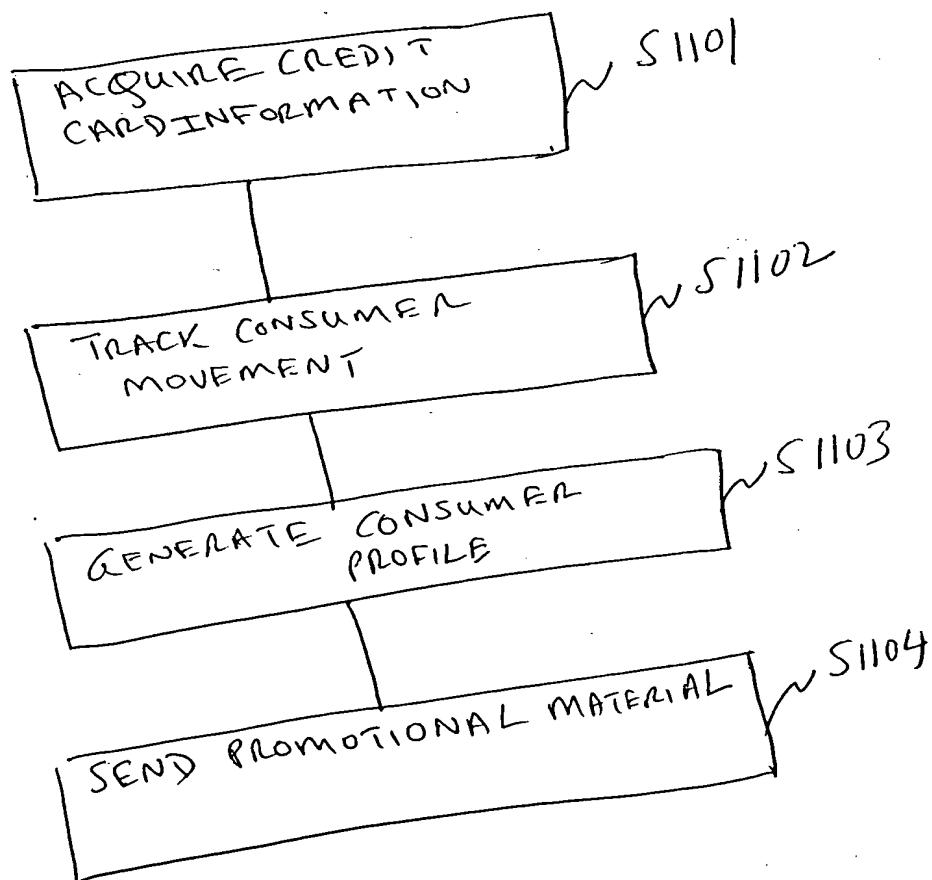


FIG. 11

[illegible]